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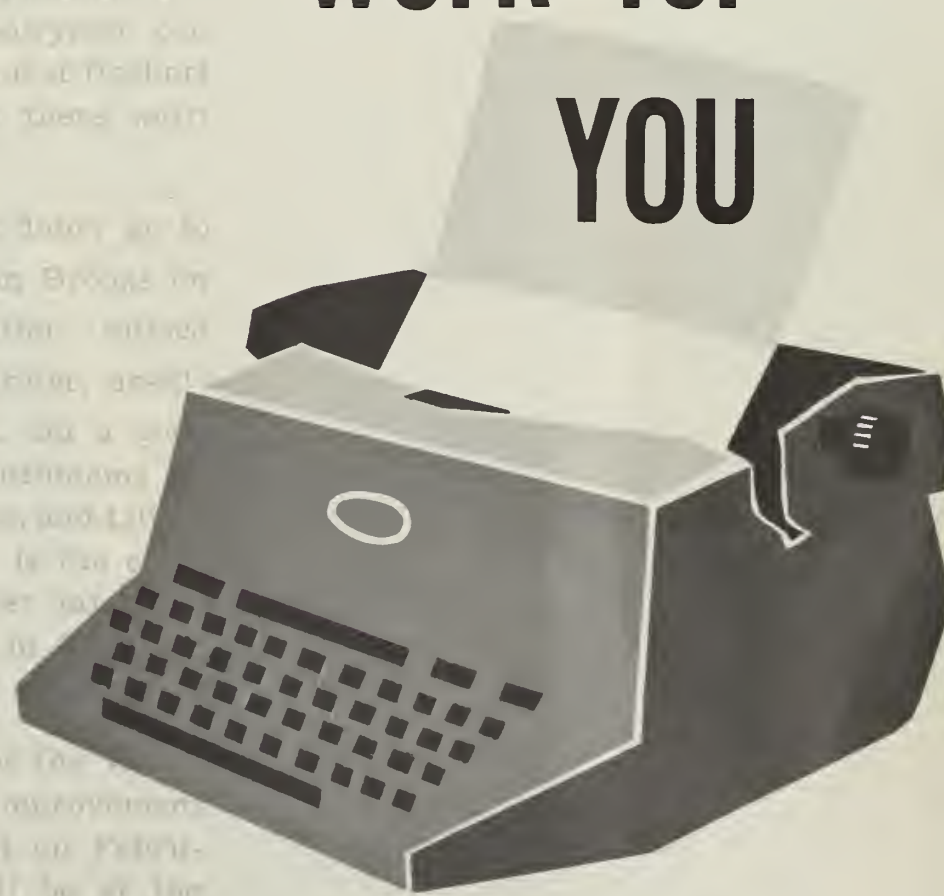
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CURRENT SERIAL RECORDS

Making PERSONAL COLUMNS work for YOU

A GUIDE FOR EXTENSION WORKERS



FEDERAL EXTENSION SERVICE • U.S. DEPARTMENT OF AGRICULTURE
PA 484

TESTIMONIALS

"As a county agent for 28 years, I found out early that a carefully edited, personalized weekly column in the local paper could be made into one of my strongest arms in getting across my whole job. . .

"It made my work easier and I reached far more folks. Give the folks the things they want and are asking questions about, that are seasonal, and a bit of promotion of things they need but don't know it."

-- J. M. Eleazer, Extension Information Specialist (Retired), Clemson, South Carolina

"I feel that a weekly column is a 'must' in order to pass on information to our farm families in Coosa County. Of course, I know that it is impossible to visit all of the farm families in the county as often as I would like to. Through my weekly column I am able to talk to them about timely information that they can use on the farm."

"In this column I try to hit the high points, with tips to farmers, homemakers, and 4-H'ers. After reading the column, interested farm families usually request additional information on the particular operations. . ."

-- Hoyt Webb, County Agent, Coosa County, Alabama

"My most successful public relations contact has been through my column, which has appeared in six local papers for nine years. I have made a special effort to cover the various phases of our work which would interest rural and non-rural people."

--Henry Hagen, County Agent, Cass County, Minnesota

THESE are just three Extension folks out of many who have had outstanding success in reaching people through personal columns.

Are you using this medium of communications? If not, perhaps these suggestions will influence you to give it a try. If you are already writing a column, we hope the principles discussed here will help you do a better job with less effort.

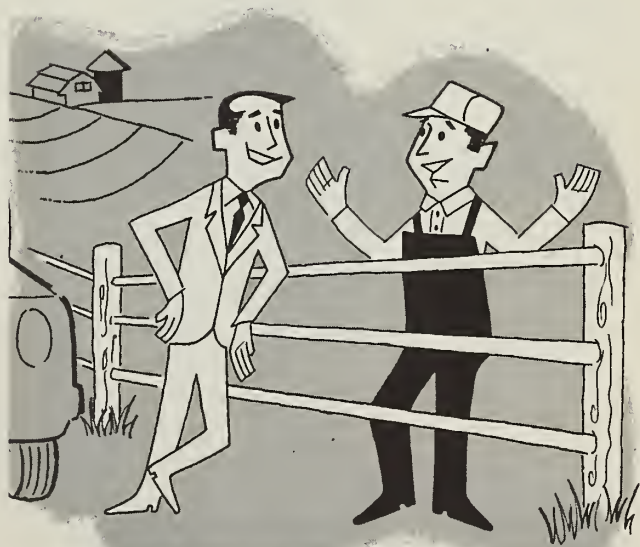
Making PERSONAL COLUMNS work for YOU

*By James H. White
Information Specialist*

THE PERSONAL TOUCH

Column writing is similar to news writing—but with a more personal touch. Generally, a column is a series of brief items of news or information published regularly. It usually appears beneath the same heading each week and is written by one person.

A well-written personal column is like an “over-the-fence” talk—except that it allows you to reach many more people.



WHY WRITE A PERSONAL COLUMN?

With the decline in farm population, most Extension agents have been finding it more and more difficult to get their agricultural stories printed in newspapers—especially in areas which have become “urbanized.”

This means we must explore every available means for communicating our ideas to people. Many agents have found that the personal column is now one of their best means of communication.

Advantages

You'll find many advantages in writing a personal column. Here are a few:

- Writing a personal column allows you to write more like you talk. Although many of the rules for good writing are the same in all types of writing, you are allowed more freedom with a personal column. You can inject more of your own personality and do not have to concern yourself as much with so-called “newspaper style.”

- A column allows you to write about things important to your program, but which may not have enough news value to appeal to the average newspaper editor. Some of our subject matter may not seem newsworthy to an editor not well informed about Extension or agriculture. But if he allots you space for your column, he will probably be more inclined to accept your judgment on what is important. In a column you can make subject matter more interesting for the reader

by telling how someone locally has tried the idea.

- A column gives you a chance to “hammer away” at ideas you want to put across in your county, and to express opinions.

- You can put a column together easily from inquiries received by telephone, office or field visits, or letters.

- Personal columns allow you to mention several ideas or good practices at one writing. Whereas an editor might hesitate to print several stories from the Extension agent's office in one issue, he would not object to the agent's mentioning several subjects in one column.

- A column lets you build up a following because of its personal approach and its regularity. This will be the only way you have of contacting many people in your area.

Popularity Increasing

Personal columns have been gaining steadily in popularity.

An example of how they have caught on in recent years can be seen in Minnesota. About 50 Minnesota weekly newspapers have made readership studies since World War II. In papers printed before 1955, fewer than a fourth contained county agent columns. By 1959, nearly two-thirds of these newspapers used them.

Other States are experiencing a similar upsurge.

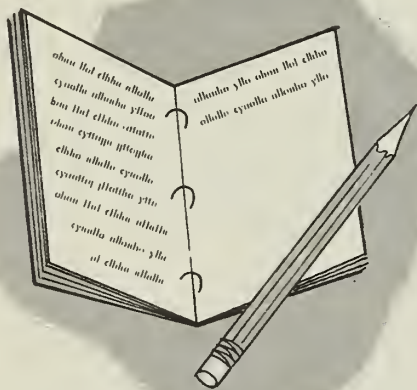
HINTS ON GATHERING MATERIAL

Sometimes an agent will complain, “I just don't have anything to write about.”

This agent probably has failed to prepare well enough. As an Extension agent,

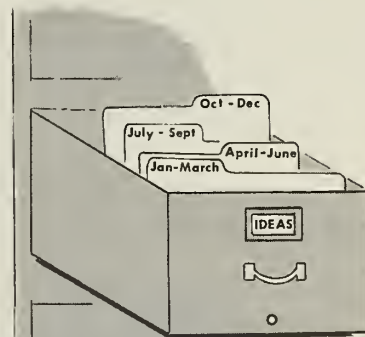
you have fine opportunities to gather material for good columns. By planning ahead, you can collect more good material than you can possibly use.

- One way you can get material for columns is to hold editorial staff conferences so that all members get into the habit of supplying "tips" or ideas. Advance planning makes you less likely to miss mentioning important events. And you can start plugging away on important events weeks or even months in advance.



- Get into the habit of carrying and using a pocket notebook. Jot down names, figures, questions asked, and observations, so that you won't have to rely on your memory. Usually a few words or sentences on a particular subject will be enough to jog your memory so that you can write a fuller account of the subject later.

- Prepare a file with a folder for each month so that you can toss in ideas and clippings that will be timely. Save this file year after year. Many of these events will be repeated each year and you can build upon your file of material.



- Develop the habit of skimming through magazines and bulletins for ideas you can use now or later. Then add these ideas to your file.

Writing your column will become easier and easier if you follow these suggestions.

WHERE TO LOOK FOR COLUMN MATERIAL

Material for columns will usually come from one of these four sources:

1. Personal farm and home experiences.
2. Events.
3. The week's or month's activities.
4. Current problems.

Personal Farm and Home Experiences

An Indiana agricultural leader once said that he became more successful at his job after he stopped trying to tell farmers how to farm, and started telling them how other farmers farmed. Successful farm magazines use this technique to advantage.

Industry learned long ago the value of personal endorsement to sell a product. The success or experience story has long been considered one of the most effective ways of getting across Extension information to people.

There are several advantages of letting other people tell the Extension story. One reason is that people like to read about people. Another is that a person is more apt to adopt an improved practice if someone he knows and respects is successfully following the practice. Still another advantage in putting out information in the form of personal experience stories is that it allows you to give deserved credit to someone doing a good job.

Examples

William Morris, broiler grower near Columbia, has found a way to reduce many of the troubles connected with wintertime brooding. He uses woodburning stoves to provide supplementary heat. He finds the litter stays drier and he's able to get more birds to market free of C.R.D. infection. And, to top it off, his fuel bill is less.

Morris has two stoves in his new 48 by 250-foot building at present, but he plans to install two more as soon as he can get them built. He made the stoves by welding two oil drums together. He cuts a lid in the top for firing, welds four legs on the bottom, and—presto—he has one of the best, cheapest stoves money can buy . . .

I visited with Winnie and Jo Wright the other afternoon. They're daughters of Mr. and Mrs. Clyde Wright of Starkville. This is Jo's first year in 4-H and she has enrolled in food preparation, health, and home grounds projects.

Winnie is in her third year of 4-H work. And her projects are clothing, baking, and health improvement. While I was visiting with them she showed me a skirt and blouse that she made last year.

In visits last week I found that some of the boys and girls are really working to get their livestock ready for the fair. Carol Kemper of Somerville has done a good job of getting her lambs trimmed and blanketed. If you other 4-H'ers haven't completed this job, better get busy.





Example—following an event:

Congratulations to David Everett of Grand Fork who won the Grand Championship award in the seed grain division at the State Farm Show last week. Dave's entry of No. 10 seed corn won him the honor. Nice going, Dave!

Activities

Like most Extension agents, you probably spend a great deal of your time answering telephone calls and letters, checking new bulletins, going to meetings, and answering questions.

These activities are all potential sources of good column material. Many of the telephone calls, letters, and inquiries are by people with problems they want you to solve. But for every person who approaches you with a problem, there are many others who do not take the time and effort to visit, write, or telephone. Each question may well suggest an item which can be developed as part of your personal column.

You can help people and at the same time add interest to your column by mentioning the person who asks about a problem, and by telling your readers what you recommended.

Example

Ben Kramer of Chapel Hill, Route 1, telephoned to ask if the cold weather and snow would hurt his ornamental shrubs. I told him that it's pretty hard to say right now. He'll have to wait until next spring to see just how much damage has been done. At that time he can prune away the part that has been injured and the plant will come back satisfactorily. I don't think you folks with winter-hardy ornamentals probably will have too much trouble.

Events

Events such as tours, conferences, adult evening classes, short courses, training schools, and field demonstrations are the most obvious sources of news for column items.

Although you will probably write the essential facts about these events in news stories, you can also find many good possibilities for column material in them. Your column item might be something unusual that will happen. Or it might be mention of local farmers or homemakers who will take part.

Afterward, the column lets you express your opinion of the success or failure of the event. You can use the column to digest what was said or done at the meeting. Or you can give someone a "pat on the back." These things add human interest to your column.

Example—before an event:

Are you one of those "But I don't have anything suitable to wear" girls? If so, don't miss next Thursday's meeting at Newton. Mrs. Florence Martin, Extension Clothing Specialist, will tell us how to make sure you can always be dressed for the occasion—even on a limited budget.



Current Problems

Specialists' releases often contain information about statewide problems, new research, and new or better ways of farming and homemaking. Your job is to determine if or how this information affects your county. If the information applies to your county, your personal column offers you the chance to explain and interpret.

Many newspaper editors don't have the time or knowledge to understand fully the significance of many farm and home problems. You can help them do a better job of informing the public and advance your Extension program by explaining local problems in your column. Often you'll be able to add human interest by putting the new information in the words of a local person with such a problem or someone who has had success with a new practice.

When there is a seasonal change—drought, storm, or the like—you are on the spot to see the effect this change is having or could have on local people. Both farm and city people are interested in this type of information.

It may help you to write down the major farm problems facing the farmers in your area. Under each problem, write down the reasons why the problem exists and

steps to be recommended in solving the problem. Then you can use these as the basis for column items.

Examples

John McKey of Middleburg planted a newly released variety of soybeans this summer. Called Shelby, they are a Lincoln-type bean which matures 2 weeks earlier than Clark.

I was quite impressed with the Shelby bean. John planted some Clarks alongside them and the Shelby looks as if it might outyield the Clarks quite a bit. In fact, I think the Shelby will replace Harosoy beans in the very near future. They stand up when dry, mature just a few days later than Harosoy, and will materially outyield them. That's good enough for me.

You cattlemen have had a rough time this year because of drought, army worms, and other setbacks. But the worst may be yet to come, fellows. First of all, not enough hay is being raised. Now with worms eating it up and the weather making it impossible to cut and cure, the hay situation right now looks no better than it did in the middle of the drought.

This just about makes winter pastures a "must" for most of you cattlemen this year. Joe Jordan of Elkston plans to . . .



GETTING READY TO WRITE

Remember these two points before you start writing:

1. Have a specific audience in mind for everything you include in your column.
2. Have a clear purpose in mind for everything you include.

Audience

Try to write about things of interest to your readers—not only those that appeal to you. Keep in mind that your reader is deeply interested in himself. Ordinarily, his interest in you is mild or even

nonexistent. And write in such a way that all your readers can understand.

Purpose

Everything you write should have some worthwhile purpose—or remain unwritten. This is not to imply that everything you write must be of earthshaking importance. You may only want to catch the readers' attention in a particular sentence or paragraph. If so, this is sufficient reason. Once you've clearly thought out your purpose, you'll find your writing will be more effective.

HOW TO WRITE EFFECTIVELY

The easier writing is to read and to understand—and the greater its human interest—the more likely it is to be read.

You can improve your writing by using a few simple guides from research and experience.

Easy Reading

Reading ease is closely connected with the educational level of the reader. Thus, you need to know the general educational level of your audience so that you can write at a level best suited to them. This may be difficult to determine for a newspaper audience made up of people in all educational levels. But you use these two facts as a guide:

1. The median number of years of school completed by Americans over 25 years old is around 11 grades.
2. Even people with higher education find it easier to read something written at a lower level. Research shows that most people read with ease something written on a level two to three grades below the number of years of schooling they have completed.

Therefore, you're usually safer to aim for the eighth- to ninth-grade reading range—the level that most popular magazines shoot for.

How do you determine the reading level of your writing? Simply score it on a reading-ease scale. One of the most popular of these is the one developed by Dr. Rudolf Flesch of Columbia University. Ask your Extension editor for instructions on using the Flesch Reading Ease formula for measuring the readability of your writing. Or you can get a rough estimate of the reading ease of your writing by using the chart on page 8 of this bulletin.

A Few Guides

Short Words and Sentences

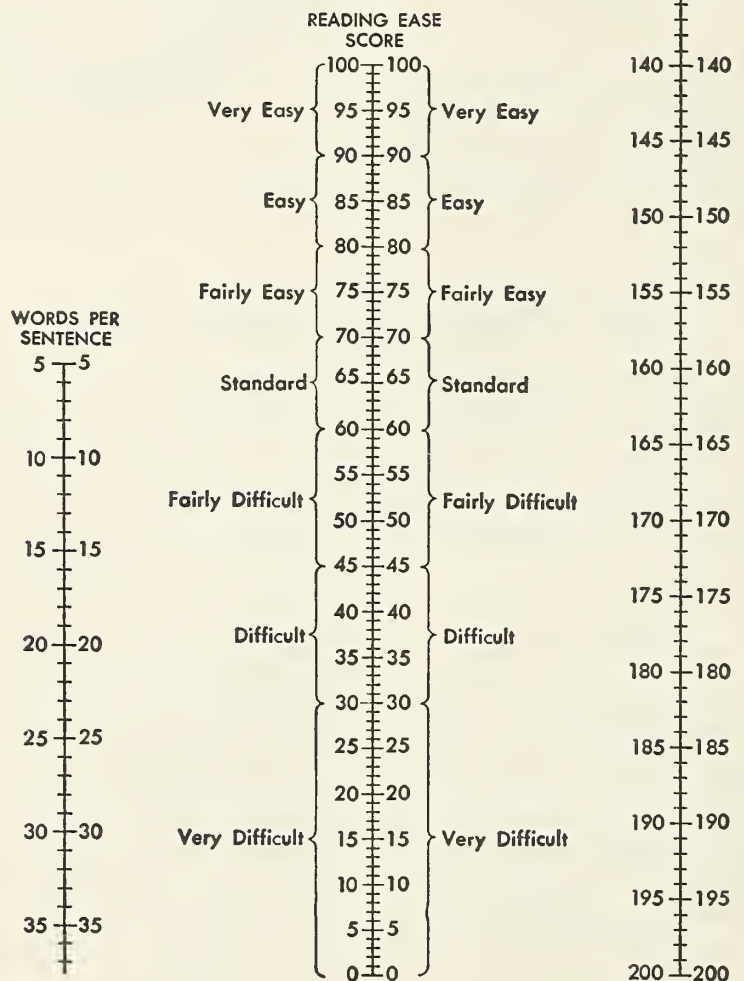
Short sentences and short, easy words are the key to easy reading.

Easy words tend to be familiar words—and word familiarity is a big factor in reading comprehension. Also, short words are usually easier to read than long words.

Remember . . . most BIG things have LITTLE names. LIFE, DEATH, PEACE,

How Easy?

HOW TO USE THIS CHART
Take a pencil or ruler and connect your "Words per Sentence" figure (left) with your "Syllables per 100 Words" figure (right). The intersection of the pencil or ruler with the center line shows your "Reading Ease" score.



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From *How To Write, Speak, and Think More Effectively*, by Rudolf Flesch (New York, Harper & Bros., 1960). Copyright 1960 by Rudolf Flesch. Used by permission.

To Find "How Easy" Your Writing Reads:

- (1) Take a sample of 100 words.
- (2) Divide the number of sentences in the sample into 100 to get the average sentence length.
- (3) Find the corresponding number on the "words per sentence" scale.
- (4) Count the number of syllables in the 100-word sample.
- (5) Find that number on the "syllables per 100 words" scale.
- (6) Follow the instructions in the box above entitled "How To Use This Chart" to get a rough estimate of reading ease.

WAR, NIGHT, DAY, HOPE, LOVE, HOME, JOB are all one-syllable words. Yet these are among the most important words in our language. Learn to use little words in a big way.

Note this one-syllable word essay by H. Phelps Gates in his book, *You KNOW You Can Write*:

"There is strength and force in short words, words that blast and boom, throb and thump, clank and chime, hiss and buzz and zoom. There is grace and charm in short words, too, in words like lull and hush and purr. There are short lush words like dank, muck, and drench; and short dry ones like crisp, parch, and husk.

"Some who write like long words that plumb the depths of tongues long dead. I have no brief for those who press their points with rich-hued six-part words; but, for the sheer fun of it, give me words that work hard at their job, that pry and push, that slash and hack, that cut and clip, that chip and saw . . ."

If you must use a technical or difficult word, be sure to explain it in simpler language as soon as possible.

Short sentences make reading easier. This is not to say that *all* sentences should be short; only that *average* sentence length should be short. Research and experience have shown that around 17 words per sentence is a good average to shoot at for adult readers. And people with less than 8 years of schooling prefer even shorter sentences.

Examples—short sentences

Which is better? This? . . .

Now, when practically all farm machinery is out of service for the season, is an ideal time to check it carefully for needed repairs and replacement parts, making a checklist and definitely scheduling free time for such operation . . .

Or this? . . .

Now is the time to check your farm machinery for needed repairs and replacement parts. Make a checklist and schedule free time to make these repairs. This way, you'll lessen the chances of breakdowns during the busy season . . .

This? . . .

Conserving moisture in the orchard will help growers get higher yields and bigger fruits because most fresh, ripe fruit contains about 85 percent water, and mulching provides the best method to insure an adequate supply of moisture.

Or this? . . .

Conserving moisture in the orchard will help growers get higher yields and bigger fruits. The reason? Most fresh, ripe fruit contains about 85 percent water. And mulching provides the best method to insure an adequate supply of moisture.

Interesting Reading

You can follow the two principles just discussed—and lose most of your readers. Easy-to-read information can still be dull. How do we make sure that our writing is interesting to others as well as easy to read?

First of all, the most interesting thing to people is people. Therefore, the best way to put human interest into your column is to write about people. Rather than writing about cows and food, write about John's calf or Mary's pie. Most of your subject matter information can be made interesting this way.

Examples

Which is more interesting?

This? . . .

Farmers may find it profitable to fit a short-time farm enterprise into their farming operation. One possibility for farmers to make a substantial profit this fall is for them to purchase locally produced feeder pigs and to use farm-produced grain to feed them out . . .

Or this? . . .

A short-time farm enterprise is working out well for Ned Martin, grade-A dairyman of Canton. He likes the idea of purchasing locally produced feeder pigs and utilizing farm-produced grain to feed them out.

"It looked like some money could be made in feeding out hogs this fall," says Martin. "And I could work it in with my dairy operation, so I decided to give it a try . . ."

Personalize

Another way to make sure your readers enjoy your column is to keep it truly personal.

You can do this by using lots of *personal words* and *personal sentences*.

Personal words are:

1. First-, second-, and third-person pronouns—you, I, his, yours, ours, my, we, etc. (NOTE: The old newspaper rule against personal pronouns such as "I" and "we" applies to news stories—not to the personal column.)
2. All words with masculine or feminine natural gender—Mary, Mrs. Jones, brother, actress, actor, son, and the like. But not words like owner, writer, speaker, etc., which do not indicate the sex of the person referred to.
3. The words "folks" and "people."

Personal sentences use:

1. *Quotations*—"This is my best crop in history," George Barnes said yesterday.
2. *Questions*—How would you like to save money on food?
3. *Verbs to begin sentence*, such as: Read the label carefully; use fresh ingredients; boil for 3 minutes.
4. *Exclamations*—Here's good news for you! It's unbelievable! What!
5. *Incomplete sentence structure* when the meaning comes from the context—Well, I'll be! This is it! No! Maybe.

Warning: A sentence is not automatically a personal sentence just because it has a personal word in it.

Other Ways To Improve Column Writing

You can apply other tricks of the trade to make your column even more effective. It will be easier to write, easier to read, and more interesting to your reader.

The most important of these is . . . *write the way you talk*. Most of us use two vocabularies—one for speaking and one for writing. We tend to become more formal and stiff when we write. This is unfortunate—especially since we have less feedback from a written message than we do in a spoken one. With the written message, people can't ask, "What do you mean?"

Some writers find they can write more naturally if they dictate. Others achieve the same effect by reading their writing aloud. If you've drifted into complicated language; written sentences too long; used words that the average person would not understand; or otherwise sound stiff and unnatural, you can usually detect these faults by reading aloud.

Another approach—pretend you are writing a personal letter to a friend. Tell him the things you think he would be interested in . . . your feelings, opinions and thoughts about a particular subject.

Be folksy—Don't be afraid to use slang or colloquial expressions. Inject humor—especially if you have a knack or feel for it. Most successful column writers are people who have an appreciation for the amusing, different, surprising, or offbeat.

Develop your own style—one that is easy for you to write and easy on the readers. Study other newspaper columns for ideas that you can adapt. But be careful not to adopt a style that you won't be able to maintain. Or a style that reflects someone else's personality rather than your own.

Use variety of items—Write several different—perhaps a half-dozen—short items for your column, rather than go into great detail about a single subject. That way, you can catch and hold the interest of many more people.

Length—There's no hard-and-fast rule on how long a column should run—unless your editor specifies a certain length. If he leaves this up to your judgment, we'd suggest two pages, typed double spaced, as a starter.

Be regular—Once you agree to write a personal column, be regular with it. Newspapers set many of their stories in type well in advance of publication. Entire pages are made up in advance so that a paper can meet its rigid deadlines.

Since the editor will be expecting your column every week at a certain time, he

will probably hold a particular hole—or space—for it. If you fail to deliver your column as expected, you may upset his entire schedule.



In addition, being regular will help you build up readership—or following. It's a good idea to prepare material ahead in case of sickness, vacation, or an emergency.

Some Don'ts

Don't—use such stilted expressions as “the writer,” “the author,” “the county agent,” or “the home demonstration agent” (when referring to yourself), when you simply mean “I.”

Don't—quote yourself as the source if your name is included in the heading of the column.

Don't—string together several specialists' releases or news stories and send it to the newspaper as a “column.”

SELECTING YOUR COLUMN HEADING

Title

An attractive, eye-catching heading can lend an added touch to your column. you'll need to discuss your column heading with the editors to make sure it will fit into the format or style of the newspaper. You can get ideas for design and

wording from your State Extension editorial office.

Picture

Don't let a false sense of modesty keep you from using your picture in the column heading. Illustrated stories have higher readership than nonillustrated stories.

SAMPLE COLUMN HEADINGS



Homemakers' Notes by

Carol Young

HOME AGENT
Cass County

Balanced Farming In Audrain County



By JIM WORSTELL
Associate County Agent

Browsing WITH BEV



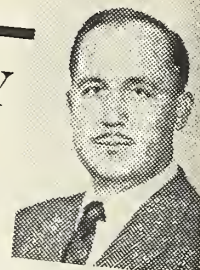
BEVERLY A. LATZKE

NOBLES COUNTY HOME AGENT

FARMING TODAY

by your County Agent

Paul Stelmaschuk



Worthwhile Tips for Home Owners

by W. E. Worth
Co. Agr. Agent

STEAM FROM *Stephens*

By
Mrs. Waurine Stephens



Callaway
County
Home
Agent

Forward



with

4-H

by

CHUCK STUFFLEBEAM
Crawford County Assistant Agent



PREPARING COPY

How you prepare copy is especially important with the personal column. This is true because the editor probably will give you extra leeway. If the editor gives you specific instructions on how to prepare copy, you'll want to follow them. But should he leave copy preparation up to you, here are a few suggestions:

1. *Arrangement.* Place the most important item first, with successively less important items following. Ordinarily, the higher you place an item in a column, the more people will read it. However, you might make an exception of this rule by occasionally mixing up the items to add variety. Just as you would not want to have all sentences or paragraphs the same length, you won't want all items of the same length placed together.
2. *Stress.* You can improve readability and comprehension by *stressing* certain words, phrases, sentences, paragraphs, or even items. Some ways to do this: Capitalize the first few words in each item or set them in boldface type; indent several paragraphs or short items; separate items with asterisks or printer's rule; print names in boldface type; use item headings.
3. *Double-space copy.* This allows the editor room to edit copy, and also gives him a more accurate gage for allotting space for the story.
4. *Leave generous margins*—at least an inch on both sides and bottom, and 3 inches at the top. The editor needs this space to write typesetting instructions and headlines.
5. *Type the copy.*
6. *Use only one side* of a standard 8½- by 11-inch sheet of paper.
7. *Don't use onionskin* or other flimsy paper. This makes editing and handling difficult.
8. *Type your name*, title, address, and telephone number in the upper right-hand corner of the first page. This makes it easy for the editor to get in touch with you should he have some question.
9. *Type the column heading* in the center of the first page.
10. *Write "more"* at the bottom of the page if the column continues to the next page. Indicate end of column by "end" or "30."

FROM FRANKLIN COUNTY

The Ol Dirt Dobber

WALTER ROCKWOOD, County Agent

I spent a day last week visiting around the Highgate area. It was the usual good day that you always have in Highgate. I think it could be summed up by saying that there are some darned good farmers in Highgate. As a matter of fact, if you look around real careful in that town you might come to the conclusion, as I almost have, that perhaps Highgate is due to become the leading dairy town in Franklin County. From all present signs it looks as if Highgate farmers are getting bigger and better a little bit faster than the boys in some of the other towns. Watch out, Fairfield.

Paid a visit to Andrew Choiniere in Highgate. Found him deep in conference over his new barn, and a beautiful barn it is. It's not only new but it is going to mean a lot of laborsaving on the 90 cows that can be tied in it. Ninety sounds like a lot of cows but like I said, Highgate farms are growing bigger and better.

Does Dick Cassidy, Highgate, listen to the radio? A week ago Saturday I said, on our regular Saturday Extension Service program (WWSR 12:45 p.m.), that this was the time of year to get roofs in shape for the winter ahead. Last week I found Dick up on the roof with paintbrush in hand.



Still in Highgate—Raymond Rainville can probably claim the title as alfalfa-growing champ of Highgate. I took a ride out through his fields in a silage wagon and a lot of good alfalfa stands were seen. Some good corn too—Wisconsin 335 that had been shortened a little by the weather but that still had two good ears on most stalks and corn that filled a wagon with silage in short order.

Are you a young stock "leaver-outer?" Don't leave them out in the back pasture too long. Get them in where you can feed and take care of them. Don't forget that they are your cows of tomorrow.

We gained! Three cows were consigned to the N.H.-Vt. Artificial Breeding Assoc. Cream of the Crop Sale in New Hampshire last week, and at the same time county farmers went down to the sale and bought nine animals to bring back to Franklin County. A very successful sale from all reports.



Homemakers News

by

Marilu Luetke, Home Agent

SEWING TIME—It's clothing workshop time in the county again. Last week, women from the Walcott Jolly Homemakers met at the Calvin Almendinger home to have a clothing workshop.

The women met for 3 days and almost completely finished sewing a dress in that time. Mrs. Calvin Almendinger, Mrs. Ben Ellerbusch, Mrs. Thompson, and Mrs. Martin Donkers made pretty cotton print dresses. Mrs. Jay Beal and Mrs. Helen Klapperich worked with woolen fabric.

During the 3 days, the women learned new methods for pattern alterations and clothing construction.

CLOTHING WORKSHOPS—If you are interested in taking part in a clothing workshop, please talk to your group chairman or call the Extension office. These workshops are the same as last year. We meet for 3 days that are convenient for you and sew dresses. The objectives of the lessons are to learn pattern alterations and speed methods of construction.

PLENTIFUL FOODS—According to the USDA's list of plentiful foods for February, cabbage should be a headliner. Though cabbage is always a good buy for flavor and food value, it is expected to be especially rea-

sonably priced. Onions are abundant too, so you can have a little onion with your shredded cabbage.

Also, look for good buys in canned cranberry sauce, cranberry fruit drink, dried beans, rice, canned ripe olives from California, and peanut products.

4-H PROJECT MEETING—Mrs. Fred Thomas invited several 4-H girls to her home for a Saturday afternoon sewing meeting last week.

The girls talked about their clothing project work and discussed patterns, pattern markings, and cutting fabric.

Then they got down to business and actually started sewing. JoAnn Thomas helped Beverlee DeCoux, while Ceryle DeCoux and Karen LeMieux worked together. Stay-stitching, seams and simple hems were practiced.

HOW'S YOUR BACK?—Did you know one out of every three Americans will suffer some form of back pain during his lifetime? It's not a happy thought, but chances are that if you aren't suffering from a backache now, you may be in the future.

Strain and fatigue account for more than 90 percent of backaches. And after carrying sewing machines and equipment to all these sewing meetings, I certainly feel like one of the crowd.

WHERE TO FIND IT . . .

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Growth Through Agricultural Progress

TEN TIPS ON COLUMN WRITING

- 1—Write the way you talk. Inject your personality into your writing. Be yourself.
- 2—Try to uncover a "lead" or opening that will catch the interest of your readers.
- 3—Use a variety of material—not just one subject.
- 4—Write about people. Keep heavy subject matter to a minimum. When using subject matter, try to tell the story through the experiences of local people.
- 5—Write simply. Avoid technical or difficult words, long sentences, long paragraphs.
- 6—Don't weight your column down with too much detail. Try to stimulate interest in—not exhaust—a subject.
- 7—Jot down ideas, names, figures, impressions, etc., in a note pad while visiting farms and homes. This provides the very best column material.
- 8—Be timely. Keep up with effect of weather conditions, seasons, etc., pointing out the significance of these conditions locally.
- 9—Keep in mind the people you're talking to, and give them information that will benefit them in a way they can understand.
- 10—Always get your column to the editor on schedule. Remember he's holding space for it.